Senior Art Director · Sport · Fashion · Design · Resume 2026

Salvatore Specchia

Senior Art Director with **8 years** in agencies. I follow a project **from the first idea to the last frame**: concept, art direction, production and post, AI included.

Email
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Based in
Milan, Italy

Currently
Senior Art Director, INDACO

Experience

2025 – to now
Senior Art Director
INDACO · Reggio Emilia

Global campaigns, live formats and product films for fashion, sport and design brands, often mixing photography and AI.

Juventus · Moschino · Smeg · Max Mara · Ferragamo

2020 – to 2025
Mid-weight Art Director
Alkemy · Milan

Integrated campaigns and always-on social for sport, FMCG and tech brands.

Inter · Technogym · Aprilia · Barilla · Sky

2019 – to 2020
Internship on the Netflix Italia account
BCUBE · Milan

2017 – to 2018
Pre-press internship
Fontegrafica · Milan area

Education

2018 – to 2020
Master's degree, Communication Design
NABA · Milan

2013 – to 2017
Bachelor's degree, Graphic and Editorial Design
Academy of Fine Arts · Lecce

What I do

01 Insight & creative concept
02 Art direction for campaigns, social and retail
03 Key visuals & multi-format adaptation
04 Photo + AI production
05 Film: storyboard, shoot, edit
06 3D, animation & motion
07 Brand identity
08 Print production

Who I've worked for

Inter	Juventus	adidas	Technogym
Moschino	Ferrari	Max Mara	Ferragamo
Smeg	dorelan	aprilia	Barilla
sky	Netflix	Henkel	Haier